In the Claims:

1. [Original] A method of programming a non-volatile memory unit in a hard copy output engine comprising:

determining a geographical area within which the hard copy output engine is to be deployed;

determining an electronic address for a consumables supplier appropriate to the geographical area; and

programming the electronic address into the non-volatile memory.

2. [Original] The method of claim 1, wherein determining an electronic address comprises determining a universal resource locator for an original equipment manufacturer.

3. [Original] The method of claim 1, wherein determining an electronic address comprises determining a universal resource locator for a reseller of consumable supplies associated with the hard copy output engine.

4. [Original] The method of claim 1, further comprising programming the non-volatile memory with product descriptors for consumable supplies associated with the hard copy output engine.

5. [Original] The method of claim 1, further comprising:

determining that the electronic address for the consumables supplier is obsolete;

determining a revised electronic address for the consumables supplier appropriate to the geographical area; and

re-programming the non-volatile memory with the revised electronic address to replace the obsolete electronic address.

6. [Original] The method of claim 1, wherein the hard copy output engine is chosen from a group consisting of: facsimile machines, photocopiers and printers.

7. [Previously Presented] The method of claim 1, wherein determining an electronic address comprises determining a universal resource locator for a supplier chosen from a group consisting of: an original equipment manufacturer, a reseller or a supplier of office supplies including hard copy output engine consumables.

8. [Previously Presented] A method of obtaining consumable supplies for a hard copy output engine comprising:

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determining that an amount of consumable for the hard copy output engine is less than a threshold amount;

extracting an electronic address for a vendor of the consumable from a non-volatile memory included in the hard copy output engine; and

initiating communication with the vendor using the electronic address.

9. [Original] The method of claim 8, wherein extracting an electronic address comprises extracting a universal resource locator.

10. [Original] The method of claim 8, wherein extracting an electronic address comprises extracting a universal resource locator for a vendor of consumables appropriate to a geographical area within which the hard copy output engine is deployed.

11. [Original] The method of claim 8, wherein initiating communication includes transmitting an electronic message ordering a predetermined quantity of the consumable determined to be present in an amount less than the threshold amount.

12. [Currently Amended] The method of claim 8, wherein determining [[is]] comprises determining using processing circuitry in response to a sensor in the hard copy output engine sensing that an amount of the consumable is less than the threshold amount.

13. [Original] The method of claim 8, wherein initiating communication comprises initiating a servlet.

14. [Original] The method of claim 8, wherein the hard copy output engine is chosen from a group consisting of: facsimile machines, photocopiers and printers.

15. [Original] A computer implemented control system for a hard copy output engine, the system comprising:

non-volatile memory included in the hard copy output engine and configured to store data representing an electronic address for a supplier of consumables for the hard copy output engine; and

processing circuitry configured to:

determine that an amount of a consumable for the hard copy output engine is less than a threshold amount;

extract the electronic address from the non-volatile memory; and

initiate communication with the supplier using the electronic address.

16. [Previously Presented] The computer implemented control system of claim 15, wherein the processor configured to extract an electronic address comprises a processor configured to extract a universal resource locator for a supplier of consumables appropriate to a geographic area within which the hard copy output engine is deployed.

17. [Original] The computer implemented control system of claim 15, wherein the processor configured to initiate communication includes a processor configured to transmit an electronic message ordering a predetermined quantity of the consumable determined to be present in an amount less than the threshold amount.

18. [Original] The computer implemented control system of claim 15, wherein the processor configured to initiate communication includes a processor configured to initiate a servlet.

19. [Original] The computer implemented control system of claim 15, wherein the hard copy output engine is chosen from a group consisting of: facsimile machines, photocopiers and printers.

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20. [Original] The computer implemented control system of claim 15, wherein the processor configured to extract an electronic address comprises a processor configured to extract a universal resource locator.

21. [Previously Presented] The method of claim 8, wherein the initiating comprises directly initiating communication with the vendor from the hard copy output engine.

22. [Previously Presented] The computer implemented control system of claim 15, wherein the processing circuitry is included in the hard copy output engine.

23. [Currently Amended] A method of obtaining consumable supplies for a hard copy output engine, comprising:

determining a geographical area within which the hard copy output engine is to be deployed;

determining an electronic address for a consumables supplier appropriate to the geographical area;

storing the electronic address in the non-volatile memory; and

proactively initiating communication with the consumables supplier from the hard copy output engine and using the stored electronic address if an amount of a consumable for the hard copy output engine is less than a predetermined threshold.